



News Report

from Philip Bradbourn MEP

*for the West
Midlands*

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Brussels: 00 322 284 7407
UK: 01676 530 621

Bendy Bananas and Knobbly Fruit head for EU chopping board

Local Conservative MEP for the West Midlands, Philip Bradbourn, has expressed his support for moves which will see bendy bananas and knobbly fruit and vegetables on the chopping board again after Spanish MEPs saw their amendments pass through the Agriculture Committee in the European Parliament today.

This decades old political hot potato for the European Commission was finally repealed last year after sustained pressure from Conservatives MEPs. Prior to the ban, strict marketing standards were imposed for 26 types of fruit and vegetables governing their size and shape. Bananas that curved too much, oversized kiwi fruits and knobbly lemons could not be sold; instead they had to be thrown away wasting a huge amount of healthy food and driving prices up.

Last July the rules were relaxed yet Spanish MEPs in the European Parliament had their amendments to the Scotta report on Agricultural Quality Policy adopted, demanding that the strict rules be reintroduced.

Speaking from Brussels, Mr. Bradbourn said:

"Food is food, no matter what it looks like. To try to stop stores selling perfectly decent food simply because of its shape or size is morally unjustifiable, especially when we are worried about global food supplies.

These rules should never have been in place at all and it was finally a dose of common sense when the Commission repealed them. For MEPs to now campaign to reimpose them really is beyond the pale and we will fight to stop this happening. Consumers care about the taste and quality of food and that it is safe, not how it looks."

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For more information please contact Paul Brannon in the UK on 01676 530 621.

